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LeapFrog Solutions, Inc.

**General Services
Administration**

**Federal Supply Service
Authorized Federal Supply Schedule Price List
*Effective August 10, 2016–August 9, 2017***

**Professional Services Schedule 00CORP
Contract #GS-00F-246CA**

Contract Period: August 10, 2015–August 9, 2020



U.S. General Services Administration

**Federal Supply Service
Authorized Federal Supply Schedule Price List**

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage![™], a menu-driven database system. The Internet address for GSA Advantage is gsaadvantage.gov.

Schedule Title: Professional Services Schedule**Industrial Group:** 00CORP**Contract Number:** GS-00F-246CAFor more information on ordering from Federal Supply Schedules, click on FSS Schedules at fss.gsa.gov.**Contract Period:** August 10, 2015–August 9, 2020**LeapFrog Solutions, Inc.****Three Flint Hill****3201 Jermantown Road, Suite 350****Fairfax, VA 22030****Telephone: 703.273.7900****Fax: 703.273.7902****www.leapfrogit.com****Contract Administrator**

Lisa G. Martin, President and CEO

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Email: lmartin@leapfrogit.com**Business Size:** A Certified Woman-Owned Small Business*Certified by WBENC, the Women's Business Enterprise National Council.***Contract Use**

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions. Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

ii. Customer Information

1a. Special Items Awarded:

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Services
541-2	541-2RC	Public Relations Services
541-3	541-3RC	Web Based Marketing Services
541-4A	541-4ARC	Market Research and Analysis
541-4B	541-4BRC	Video / Film Production
541-4C	541-4CRC	Exhibit Design and Implementation Services
541-4D	541-4DRC	Conference, Events and Tradeshow Planning Services
541-4E	541-4ERC	Commercial Photography Services
541-4F	541-4FRC	Commercial Art and Graphic Design Services
541-5	541-5RC	Integrated Marketing Services
541-1000	541-1000RC	Other Direct Costs (ODCs) are expenses other than labor hours
874-1	874-1RC	Integrated Consulting Services

1b. See Price List

1c. See Price List

2. Maximum order: \$1,000,000. LeapFrog Solutions, Inc. may honor orders exceeding the maximum in accordance with Clause 52.216-19.

3. Minimum order: \$100

4. Geographic coverage: Domestic

5. Point of production: As required per task order

6. Discount from list prices or statement of net price: N/A

7. Quantity discounts:

For services offered under SIN 874-1/871-1RC:

- 1% for orders equal to or exceeding \$250,000
- 2% for orders equal to or exceeding \$350,000
- 4% for orders equal to or exceeding \$500,000

8. Prompt payment terms: Net 30 days.

9a. Notification that Government Purchase Cards are accepted at or below the micro-purchase threshold:

Yes

9b. Notification whether Government Purchase Cards are accepted or not accepted above the micro-purchase threshold: Government Purchase Cards are accepted ABOVE the micro-purchase threshold.

10. Foreign items: Not Applicable

11a. Time of delivery: To be negotiated at the task order level.

11b. Expedited delivery: Contact the contractor for expedited delivery.

11c. Overnight and 2-day delivery: Overnight delivery is available.

11d. Urgent requirements: Contact the contractor for faster delivery or rush requirements.

12. F.O.B. point: Destination

13a. Ordering address:

LeapFrog Solutions, Inc.
Three Flint Hill
3201 Jermantown Road, Suite 350
Fairfax, VA 22030
Tel. 703.273.7900

13b. Ordering procedures: For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address:

LeapFrog Solutions, Inc.
Three Flint Hill
3201 Jermantown Road, Suite 350
Fairfax, VA 22030

15. Warranty provisions: Contractor's standard commercial warranty

16. Export packing charges: Not applicable

17. Terms and conditions of Government Purchase Card acceptance (any thresholds above the minimum purchase level): Not applicable

18-24a. Not applicable

24b. EIT standards can be found at www.Section508.gov

25. Data Universal Number System (DUNS) number: 940011232

26. LeapFrog Solutions, Inc. is registered in the System for Award Management (SAM) database.

2016 GSA Price List

Contract # GS-00F-0246CA

All Labor Categories and Hourly Rates (includes IFF)

541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4A	Market Research and Analysis
541-4B	Video / Film Production
541-4C	Exhibit Design and Implementation Services
541-4D	Conference, Events and Tradeshow Planning Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs (ODCs) are expenses other than labor hours
874-1	Integrated Consulting Services

SINs	Labor Category	PSS Rates 8/10/2016– 8/9/2017
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Senior Account Executive	\$ 155.79
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Account Executive	\$ 128.39
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Senior Project Manager	\$ 156.51
541-1, 541--3	Project Manager	\$ 128.39
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Assistant Project Manager	\$ 92.36
541-1, 541-2, 541-3, 541-4A, 541-4D, 541-5	Senior Marketing Consultant II	\$ 207.80
541-1, 541-3, 541-4A, 541-4B, 541-4D, 541-4F, 541-5	Senior Marketing Consultant I	\$ 182.58
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4D, 541-4F, 541-5	Senior Copy Writer	\$ 145.00
541-1, 541-3, 541-4B, 541-4D, 541-4F, 541-5	Copywriter	\$ 130.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Senior Art Director	\$ 145.00
541-1, 541-3, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Art Director	\$ 130.42
541-3, 541-4B, 541-4E	Senior Photographer	\$ 103.75
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-5	Administrative Assistant I	\$ 57.38

SINs	Labor Category	PSS Rates 8/10/2016– 8/9/2017
541-1, 541-2, 541-3, 541-4F, 541-5	Administrative Assistant II	\$ 73.88
541-1, 541-2, 541-3, 541-4D, 541-4F, 541-5	Administrative Assistant III	\$ 94.20
541-1, 541-4A, 541-4F, 541-5	Communications Director I	\$ 182.58
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-5	Communications Director II	\$ 207.80
541-3, 541-4B	Communications Specialist	\$ 91.67
541-4D	Conference Planner I	\$ 130.42
541-4C, 541-4D, 541-5	Conference Planner II	\$ 145.00
541-2, 541-3, 541-4D	Contract Administrator I	\$ 82.40
541-4C, 541-4D, 541-5	Contract Administrator II	\$ 94.20
541-2, 541-3, 541-4E, 541-4F	Creative Director I	\$ 182.58
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-5	Creative Director II	\$ 203.19
541-3, 541-4D, 541-4F	Data Entry II	\$ 86.84
541-3, 541-4D, 541-4F	Data Entry I	\$ 75.35
541-3	Director of Interactive Services	\$ 172.01
541-1	Database Coordinator	\$ 130.42
541-4C, 541-4D	Event/Show Coordinator	\$ 82.40
541-4C, 541-4D, 541-5	Event/Show Coordinator II	\$ 94.20
541-4B, 541-4D, 541-4E	Executive Producer	\$ 145.00
541-4B	Film Editor	\$ 130.42
541-4B	Film Production Specialist	\$ 155.79
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F	Graphic Designer I	\$ 91.67
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F	Graphic Designer II	\$ 104.34
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F	Graphic Designer III	\$ 120.07
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F	Graphic Designer IV	\$ 128.24
541-3	Illustrator	\$ 128.39
541-3	Internet/Web Services Director	\$ 172.27
541-1, 541-4A, 541-5	Market Research Analyst	\$ 128.34
541-4A,	Marketing Assistant	\$ 104.34
541-5	Marketing Manager	\$ 130.42
541-2, 541-3, 541-4A, 541-5	Marketing Strategist I	\$ 128.34
541-1, 541-2, 541-3, 541-4A, 541-5	Marketing Strategist II	\$ 173.63
541-4A, 541-5	Media Planner/Media Buyer	\$ 137.51

SINs	Labor Category	PSS Rates 8/10/2016– 8/9/2017
541-3	Multimedia Designer	\$ 156.51
541-3	Multimedia Specialist/Web Designer	\$ 156.51
541-4B	Post-Production Specialist	\$ 143.69
541-4B, 541-4F, 541-5	Producer-Writer-Director	\$ 156.51
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-5	Program Manager	\$ 173.63
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F, 541-5	Programmer I	\$ 110.13
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Programmer II	\$ 130.41
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Programmer III	\$ 156.51
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4D, 541-4F, 541-5	Programmer IV	\$ 182.58
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Programmer V	\$ 207.80
541-2	Public Relations Manager	\$ 156.51
541-2, 541-4A, 541-5	Public Relations Specialist	\$ 156.51
541-1, 541-2, 541-4D, 541-5	Public Relations Specialist II	\$ 184.72
541-4E	Research Specialist	\$ 64.34
541-4B	Researcher	\$ 84.05
541-4B	Scriptwriter	\$ 68.98
541-4C	Support Technician	\$ 64.34
541-3, 541-4B	Technical Writer	\$ 82.40
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-5	Technical Writer II	\$ 94.20
541-4C	Tradeshow Coordinator	\$ 55.64
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-4E, 541-4F, 541-5	Traffic Manager	\$ 104.34
541-4B	Translation Services/Translator	\$ 173.89
541-4B	Video/Film Director	\$ 130.42
541-4B, 541-4F	Videographer/Animator	\$ 156.51
541-4B	Voiceover/Voice Talent	\$ 110.13
541-3, 541-4D	Web Designer	\$ 130.42
541-3	Web Master	\$ 156.51
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Web Programmer/Developer I	\$ 156.51

SINs	Labor Category	PSS Rates 8/10/2016– 8/9/2017
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Web Programmer/Developer II	\$ 173.63
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Web Programmer/Developer III	\$ 189.33
541-1, 541-2, 541-3, 541-4B, 541-4C, 541-4F, 541-5	Web Programmer/Developer IV	\$ 203.19
541-3, 541-4D	Writer Editor	\$ 92.74
874-1	Senior Advisor	\$ 174.35
874-1	Program Manager	\$ 122.04
874-1	Project Manager	\$ 87.34
874-1	Functional/Subject Matter Expert III	\$ 174.35
874-1	Functional/Subject Matter Expert I	\$ 142.02
874-1	Functional Specialist III	\$ 192.15

Other Direct Costs (ODCs)

SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE	GSA CEILING PRICE/RATE (including IFF)
541-1000	Advertising/Promotional Specialties	Task	\$ 45,228.00
541-1000	CD Duplication	Task	\$ 828.75
541-1000	CD-ROM (multimedia development)	Task	\$ 11,343.58
541-1000	Courier	Task	\$ 92.53
541-1000	DVD (printing and duplication)	Task	\$ 1,400.00
541-1000	Exhibit/Conference Services	Task	\$ 11,618.00
541-1000	International/Translation Services	Task	\$ 950.00
541-1000	Mail/Desktop Services	Task	\$ 9,930.00
541-1000	Media Buy	Task	\$ 73,066.00
541-1000	Photography Services	Task	\$ 4,920.13
541-1000	Shipping/Freight	Task	\$ 717.00
541-1000	Supplies, software purchases	Task	\$ 1,299.26
541-1000	Video Production	Task	\$ 19,457.25
541-1000	Web site hosting	Task	\$ 925.00
541-1000	Printing of Public Relations Brochure	Task	\$ 4,824.00

SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE	GSA CEILING PRICE/RATE (including IFF)
541-1000	Printing of Direct Mail Piece	Task	\$ 2,442.00
541-1000	Corporate Portfolio	Task	\$ 10,858.99

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102, and 29 CRF 541.300), this contract still maintains the provisions and protections for SCA-eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles, and the applicable WD number. Failure to do so may result in cancellation of the contract.

Labor Category Descriptions

August 10, 2016

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Account Executive	2 years	Oversees and manages all aspects of client account, including client contact, creative team coordination, media production, and accounting. Reports to senior staff.	BS/BA in English, Communications, Marketing, or related field.
Administrative Assistant I	1 year	Provides administrative and clerical support for clients and staff as tasked. Duties may include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings.	HS Diploma
Administrative Assistant II	3 years	Provides administrative and clerical support for clients and staff. Duties may include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings. Working knowledge of applicable software applications.	AA or Technical Degree

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Administrative Assistant III	5 years	Provides administrative and clerical support for clients and staff. Also works with account teams to coordinate production of large projects for a variety of tasks. Duties include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings. Knowledge of advanced office software applications. May supervise junior staff.	AA or Technical Degree
Art Director	3 years	Specializes in development and concept of client's project. Is proficient in and familiar with all multimedia applications and materials. Provides supervision to junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Assistant Project Manager	1 year	Supports client projects as tasked. May assist in the preparation of status reports. Participates in the day-to-day activities of the project as assigned by senior staff. Works under supervision.	AA or Technical Degree
Communications Director	5 years	Assists in developing communications materials to build brand and product awareness through targeted media campaigns. Engages in advertising planning and placement for all media, both offline and online. Works under some supervision.	BS/BA in English, Communications, Marketing, or related field.
Communications Director II	10 years	Specializes in developing communications materials to build brand and product awareness through targeted media campaigns. Engages in advertising planning and placement for all media, both offline and online. Works independently and may meet with clients.	BS/BA in English, Communications, Marketing, or related field.
Communications Specialist	2 years	Assists senior staff in developing communications materials to build brand and product awareness through targeted media campaigns. Supports advertising planning and placement for all media, both offline and online as tasked. Works under supervision.	AA or Technical Degree

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Conference Planner I	3 years	Provides planning and implementation expertise for trade shows and events. Oversees the coordination of all aspects of the event including print materials, event scheduling, marketing/advertising, and pre-conference services. Works independently.	BS/BA in English, Communications, Marketing, or related field.
Conference Planner II	3 years	Provides planning and implementation expertise for trade shows and events. Oversees the coordination of all aspects of the event including print materials, event scheduling, marketing/advertising, and pre-conference services. Works independently.	BS/BA in English, Communications, Marketing, or related field.
Contract Administrator	2 years	Responsible for contract scope of work and budget compliance with client, government personnel, and/or other contractors. Works under supervision.	AA or Technical Degree
Contract Administrator II	5 years	Responsible for contract scope of work and budget compliance with client, government personnel, and/or other contractors.	BS/BA in English, Communications, Marketing, or related field.
Copywriter	1 year	Provides effective text for promotional and campaign messages across all media. Works with project team members and client as assigned.	BS/BA in English, Journalism, Communications, or Related Field
Creative Director I	4 years	Implements print and multimedia design projects, as well as animation and illustration. May design marketing materials, direct mail campaigns, and webpages. Works under some supervision.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Creative Director II	8 years	Plans complex print and multimedia design projects, as well as animation and illustration. Specializes in integrated campaign development to include design of marketing materials, direct mail campaigns, and Web pages. Works independently and may supervise junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Data Entry I	2 years	Implements database management techniques and marketing communications processes. Experience developing sales lead management programs for organizations.	BS/BA in Communications, Marketing, or Information Technology

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Data Entry II	3 years	Provides highly technical expertise in the use of database management systems. Evaluates and recommends available database system products to support validated EERE requirements. Defines file organization, indexing methods, and security procedures for specific user applications.	BS/BA in Communications, Marketing, or Information Technology
Database Coordinator	2 years	Implements database management techniques and marketing communications processes. Experience developing sales lead management programs for organizations.	BS/BA in Communications, Marketing, or Information Technology
Director of Interactive Services	3 years	Directs interactive strategies. Develops budgets, analyzes client needs, and makes recommendations for project success. Works with client and project team to develop interactive strategy and implementation. Utilizes specialized knowledge of interactive and e-marketing technology along with strong presentation and communication skills.	BS/BA in Communications, Marketing, or Information Technology
Event/Show Coordinator	1 year	Supports senior staff in the coordination of show services including print and design materials, setup and delivery, day-of-show activities. May work with outside vendors, client, and individual projects as assigned.	AA or Technical Degree
Event/Show Coordinator II	3 years	Provides planning and implementation expertise for trade shows and events. Oversees the coordination of show services to clients, all aspects including print and design materials, setup and delivery, day-of-show activities. Works with outside vendors, client, and project team.	AA or Technical Degree
Executive Producer	5 years	Extensive experience integrating traditional video and emerging computer-based technologies. Specializes in broadcast production and multimedia development as well as interactive product development. Proven skills in professional video, broadcast and multimedia production.	BS/BA in Communications, Directing, Film, or Related Media

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Film Editor	5 years	Works with project team members and client to edit media material. Utilizes proven and extensive media experience and technical knowledge. Responsible for the final film or video product.	BS/BA in Communications, Film, or Related Media
Film Production Specialist	5 years	Extensive and professional experience in the film industry covering all aspects of production. Expertise includes editing, technical background, and creative development. Works with the project and video team members to assure a quality finished product.	BS/BA in Communications, Directing, Film, or Related Media
Graphic Designer I	1 year	Provides support in the design and development of posters, exhibits, publications, photos, graphic designs, brochures, reports and other outreach materials as assigned. Designs and develops presentations, partner templates, kiosks, speeches, and fact sheets. Coordinates production process of all printed and interactive pieces.	AA or Technical Degree
Graphic Designer II	3 years	Assists senior staff members in design and development of posters, exhibits, publications, photos, graphic designs, brochures, reports, and other outreach materials. Designs and develops presentations, partner templates, kiosks, speeches, and fact sheets. Coordinates production process of all printed and interactive pieces. Works under some supervision.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Graphic Designer III	6 years	Creates and produces graphic designs for Web pages, multimedia, 3-D modeling, animation, database management, and other applications using the most advanced technology. Skilled expert in all software programs related to graphic design. Works independently and provides supervision to junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Graphic Designer IV	8 years	Defines and determines style, technique and medium best suited to produce desired effects of client. Designs appropriate graphics to be used in material to promote technologies or programs. Serves as primary director of development of creative templates, printed materials, interactive materials such as DVDs, CD-ROMS, video, and audio. Works independently and provides supervision to junior staff.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Illustrator	2 years	Creates, designs, and illustrates across all mediums, including original drawings. Works with clients and project team members. Position carries specialized and advanced drawing and media skills.	BA/BS in Fine Arts, Design, Studio Arts, or related field
Internet/Web Services Director	5 years	Assumes a leadership role in the development and implementation of complex Web applications. Manages all web developers to ensure successful agency-client relationships. Serves as liaison for the creative content team and the IT technical team in support of project goals. Works independently and supervises junior staff. Utilizes high-level knowledge of concepts, practices, and field procedures.	BS/BA in Information Technology or related technical field
Market Research Analyst	3 years	Provides research expertise, design, and implementation of survey systems. Specializes in the structure of strategic planning processes and marketing plans. Integrates information about markets, customers and competitors into comprehensive plans that translate research data into specific actions.	BS/BA in Communications, Statistics, Marketing, or related field.
Marketing Assistant	2 years	Provides assistance to the account managers in dealing with all aspects of the field.	BS/BA in Communications, Statistics, Marketing, or related field.
Marketing Manager	2 years	Supervises day-to-day project marketing activities and team members. Responsible for keeping tasks on schedule and within budget. Organizes efforts with client, team members, and others.	BS/BA in Communications, marketing, or related field.

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Marketing Strategist	2 years	Provides support to strategic and creative direction of client project. Specializes in marketing strategy across all industry sectors. Coordinates and collaborates with client and other team members. Extensive experience in and knowledge of all facets of marketing programs.	BS/BA in Communications, Marketing, or related field.
Marketing Strategist II	4 years	Responsible for the strategic and creative direction of client project. Specializes in marketing strategy across all industry sectors. Coordinates and collaborates with client and other team members. Extensive experience in and knowledge of all facets of marketing programs.	BS/BA in Communications, Marketing, or related field.
Media Planner/Media Buyer	3 years	Experience in marketing communications, promotion, program participation, planning and placement of advertising for all media. Works directly with the client to build public education, awareness and image campaigns. Includes press relations, special events planning, writing and editorial experience and services.	BS/BA in Communications, Marketing, or related field.
Multimedia Designer	5 years	Designs the creative content, technical specifications, and site architecture of projects using new and traditional techniques and a wide variety of computer applications across all media.	BS/BA in Fine Arts, Media and Design, or related field.
Multimedia Specialist/Web Designer	3 years	Develops and implements the interface, front pages, and tools to navigate a website. Manages project from beginning through launch. Provide ongoing update of Web site. Applies knowledge of current information technology in support of program goals.	BS/BA in Fine Arts, Media and Design, Information Technology, or related field.
Post-Production Specialist	2 years	Specializes in post-production film/video editing to assure a quality final product. Works with the producer/director and team. Experience includes extensive experience in the film industry.	BS/BA in Fine Arts, Media and Design, Directing, Film, or related field.

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Producer-Writer-Director	5 years	Responsible for all aspects of video/film/media production. Also directs creative strategy, writes scripts, arranges talent, and oversees budget and quality details. Coordinates efforts with project members and client. Experience in fulfilling video/film requirements for marketing, advertising, public relations, corporate/government communications and training programs.	BS/BA in Fine Arts, Directing, Film, or related field.
Program Manager	8 years	Leads management of large and complex programs sometimes incorporating multiple projects. Supports team in the development of mission objectives and performance evaluation. Meets with client to discuss performance, propose initiatives, and establish priorities.	BS/BA in English, Communications, Marketing or related field.
Programmer I	1 year	Performs analysis, design, development, testing, and debugging of computer software in support of distinct product hardware (computers or other electrical/electronic device) or technical (computer) service lines of business under supervision of senior staff.	AA or Technical Certification
Programmer II	3 years	Performs complex analysis, design, development, testing, and debugging of computer software in support of distinct product hardware (computers or other electrical/electronic device) or technical (computer) service lines of business under supervision of senior staff.	BS/BA in Information Technology or related technical field
Programmer III	8 years	Performs highly complex analysis, design, development, testing, and debugging of computer software in support of distinct product hardware (computers or other electrical/electronic device) or technical (e.g., computer) service lines of business as assigned.	BS/BA in Information Technology or related technical field

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Programmer IV	13 years	Professional and extensive experience programming in all database environments, including system integration and low-level driver development. Works with project team to ensure successful implementation of complex Web applications to support program goals. Works independently and may supervise junior staff	MA/MS in Information Technology or related technical field
Programmer V	15 years	Professional and extensive experience programming in all database environments, including system integration and low-level driver development. Works with project team to ensure successful implementation of complex Web applications to support program goals. Works independently and may supervise junior staff	MA/MS in Information Technology or related technical field
Project Manager	2 years	Coordinates and monitors status of client projects. Prepares status reports and briefs for account team members, clients, or others. Participates in the day-to-day activities of the project. Reports to senior staff.	BS/BA in English, Communications, Marketing or related field.
Public Relations Manager	5 years	Manages all aspects of client account, including media relations, budget, and creative production.	BS/BA in Marketing, PR, Communications, or related field.
Public Relations Specialist	3 years	Responsible for assisting with the strategic direction and development of a comprehensive PR campaign. Works with clients and project team members and under supervision.	BS/BA in Marketing, PR, Communications, or related field.
Public Relations Specialist II	5 years	Responsible for the strategic direction and development of a comprehensive PR campaign. Works with client and project team members.	BS/BA in Marketing, PR, Communications, or related field.
Research Specialist	1 year	Supports the production team members by conducting research as assigned. Has knowledge of film/video technical sources, library, Web and research tools, databases, etc. Works independently.	AA or Technical Degree
Researcher	1 year	Supports the production team members by conducting research as assigned. Has knowledge of film/video technical sources, library, Web and research tools, databases, etc. Works independently.	AA or Technical Degree

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Scriptwriter	1 year	Provides creative writing for film and video productions. Works with the client and project team to achieve an effective message and copy.	BS/BA in English, Journalism, Communications, or Related Field
Senior Account Executive	5 years	Oversees and manages all aspects of client account, including client contact, creative team coordination, media production, and accounting.	BS/BA in English, Communications, Marketing, or related field.
Senior Art Director	6 years	Specializes in development and concept of client's project. Works on large, complex project in support of program goals. Is highly skilled in and familiar with all multimedia applications and materials. Supervises project team.	BA in Art, Graphic Design, Information Technology, Media or Studio Arts, or related field.
Senior Copy Writer	2 years	Provides effective text for promotional and campaign messages across all media. Works with project team members and client. Works independently and may supervise junior staff.	BS/BA in English, Journalism, Communications, or Related Field
Senior Marketing Consultant	5 years	Provides expert support in developing and implementing strategic marketing efforts. Stays abreast of changes in the marketing environment to best serve the objectives of the organization and adjusts plans accordingly. Researches and develops pricing policies and recommends appropriate sales channels. Specialized experience utilizing a variety of marketing concepts, practices, and procedures.	BS/BA in Communications, Marketing, or related field.
Senior Marketing Consultant II	10 years	Provides expert support in developing and implementing strategic marketing efforts. Stays abreast of changes in the marketing environment to best serve the objectives of the organization and adjusts plans accordingly. Researches and develops pricing policies and recommends appropriate sales channels. Specialized experience utilizing a variety of marketing concepts, practices, and procedures.	BS/BA in Communications, Marketing, or related field.

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Senior Photographer	10 years	Creates and prepares photographic images for a wide range of projects. Selects and assembles equipment according to subject material, anticipated conditions, and knowledge of function of various types of cameras, lenses, films, and accessories. Views subject and setting and plans composition, camera position, and camera angle to produce desired effect. Expertise in both digital and print practices, and procedures. Works independently with wide latitude for creative input.	BA in Art, Graphic Design, Media Arts, or related field.
Senior Project Manager	5 years	Coordinates and monitors status of client projects. Prepares status reports and briefs for account team members, clients, or others. Participates in the day-to-day activities of the project.	BS/BA in English, Communications, Marketing, or related field.
Support Technician	None	Provides labor services for trade show/conference/exhibit set up, delivery, and maintenance.	HS Diploma or Equivalent
Technical Writer	1 year	Applies technical writing skills to direct marketing for technical industry. Skilled in creating promotional materials for high-tech firms to introduce new services and products. Works under supervision on assigned tasks.	AA in English, Journalism, Communications, or Related Field
Technical Writer II	3 years	Applies extensive technical writing skills to all aspects of direct marketing for technical industry. Skilled in creating promotional materials for high-tech firms to introduce new services and products. Works independently on assigned tasks.	BS/BA in English, Journalism, Communications, or Related Field
Tradeshow Coordinator	1 year	Coordinates trade show planning and services with client and outside vendors.	AA or Technical Degree
Traffic Manager	2 years	Manages daily activities including budgets, status reports, and creative and media processes.	BS/BA/AA Communications, Marketing, Business, or related field.
Translation Services/Translator	3 years	Responsible for translating written material to a different language. Carries extensive knowledge of and proficiency in languages.	BS/BA in Communications, Business, Languages, or related field.

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Video/Film Director	4 years	Responsible for the overall direction and creative development of video productions. Oversees technical and logistical operations. Works with project team, client and outside vendors. Position carries extensive experience in the film industry and technical skills.	BS/BA in Fine Arts, Communications, Film, or Related Media
Videographer/Animator	1 year	Creates and produces video and animation across all media using the most advanced technology. Works with client and project team members. Position carries specialized skills and knowledge of advanced technology and applications in support of project goals.	BS/BA in Fine Arts, Communications, or Related Media
Voiceover/Voice Talent	1 year	Provides the narration for film and video productions. Relies on professional experience and voice training.	BS/BA in Theater, Speech, Communications, or Related Field
Web Designer	1 year	Designs and constructs web pages/sites including incorporating graphic user interface (GUI) features and other techniques. Maintains and provides ongoing design of the website, promos, and ad banners, seasonal content specials and custom chat launcher design for partners. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. A certain degree of creativity and latitude is required.	AA or Technical Certification
Web Master	2 years	Designs and constructs web pages/sites including incorporating graphic user interface (GUI) features and other techniques. Maintains and provides ongoing design of the website, promos, and ad banners, seasonal content specials and custom chat launcher design for partners. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. A certain degree of creativity and latitude is required	AA or Technical Certification

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Web Programmer/Developer I	1 year	Provides specific development and implementation support to web services programs for accounts as assigned. Uses applicable technologies. Works under supervision.	AA or Technical Certification
Web Programmer/Developer II	2 years	Provides specific development and implementation support to web services programs for accounts as assigned. Uses applicable technologies. Works under supervision.	AA or Technical Certification
Web Programmer/Developer III	5 years	Supports successful development, implementation, and day-to-day management of all the web services programs for accounts as assigned. Uses advanced technologies including but not limited to Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross-platform, modular, reusable code, and other applicable technologies. Works independently and supervises junior staff.	BS/BA in Information Technology, or related technical field
Web Programmer/Developer IV	7 years	Responsible for successful development, implementation, and day-to-day management of all the web services programs for accounts. Uses advanced technologies including but not limited to Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross-platform, modular, reusable code, and other applicable technologies. Works independently and supervises junior staff.	BS/BA in Information Technology, or related technical field
Writer/ Editor	3 years	Provides all writing, editing, proofreading, and creative conception as requested, for any of the following materials: reports, news releases, fact sheets, Web site text, and public speaking scripts.	BS/BA in English, Journalism, Communications, or Related Field

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Functional Specialist III	7 years	Senior expert with extensive knowledge in a designated field or discipline. Provides insight and advice concerning task or project strategic direction and outcomes. May contribute to the evaluation, analysis, and development of recommended solutions. Applies principles and methods of the subject matter to specialized solutions. Directs the activities of other staff as necessary on activities related to the specified field or discipline.	BS/BA
Functional/Subject Matter Expert I	2 years	Subject matter expert with knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up-to-date, industry-standard solutions. This role is primarily utilized on projects for specific expertise, in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	BS/BA
Functional/Subject Matter Expert III	10 years	Senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.	BS/BA

Labor Category	Min. Experience	Functional Responsibility	Educational Requirements
Program Manager	5 years	Provides oversight and executive level management to overall contract operations often involving multiple projects/tasks. The Program Manager plans, organizes, and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management, monitors overall project and contract performance, etc.	BS/BA
Project Manager	2 years	Performs day-to-day management of contract support operations, possibly involving multiple tasks and groups of personnel on a single project. Demonstrates skills in the scope of work encompassed by the task order; provides technical guidance to the project team in performance of the work, and reviews the quality of all work products. Organizes, directs, and coordinates the planning and production of all contract support activities. Responsible for staffing, project planning, project financials, and staff direction and oversight. Assists the Program Manager as required in managing contract performance.	BS/BA
Senior Advisor	7 years	Senior executive responsible for providing strategic direction, vision, leadership, and program management to the team. Contributes to organizational direction through regular involvement with senior-level client leadership and team members.	BS/BA

About LFS

LeapFrog Solutions (LFS) is a certified woman-owned small business located in Fairfax, Virginia. Since 1996, LFS has provided strategic planning and communication solutions that Make Your Message Matter® and Make your Mission Matter®. We are a trusted source for federal communications management and provide the full range of strategies and products that operate seamlessly across print, video, online, mobile, and social media. Our skilled, multidisciplinary team brings in-depth experience to managing government contracts and reaching agency, intergovernmental, and external audiences. Our professional and technical services are designed to enhance program performance and facilitate communication. Our ability to consistently meet and exceed client objectives is attested to by a 97 percent customer retention rate and an “exceptional” GSA contractor rating.

Corporate Capabilities

- Program-level strategic planning.
- Program and project management.
- Communications strategy and planning.
- Awareness, education, and outreach programs
- Recruitment and onboarding campaigns.
- Graphic design and collateral production.
- Website design, development, and optimization.
- Interactive, social media, Internet, intranet, and e-mail marketing.
- Mobile app design and development.
- Writing and editing of materials across all media.
- Regional, nationwide, and international campaigns.
- Public and stakeholder relations.
- Trade show, conference promotion, and event planning.
- Qualitative research and analysis.

Our Process

- Our L.E.A.P. (Listen, Evolve, Amplify, Prove) Methodology™ is a proven process that takes you from start to exceptional finish.

Value-Added Expertise

- Extensive government contract and task-management experience with both external and internal awareness programs.
- Robust in-house project management, creative, editorial, and interactive capabilities augmented by specialized external resources as needed.

Recent Federal Customers

- Defense Business Transformation
- Department of Defense, Military Health System
- Department of Homeland Security
- Department of the Interior, Acquisition Services Directorate
- DISA — subcontractor
- FEMA/National Flood Insurance Program
- GSA Global Supply
- GSA — Office of Inspector General
- MEDCOM AHTA Provider Satisfaction
- National Institutes of Health-BPA
- Office of Personnel Management – VMBTOC
- U.S. Army eCYBERMISSION

LFS Awards

- 2015 — Hermes Platinum Award for ExxonMobil's "Methanol to Gasoline" Ad
- 2015 — AVA Digital Gold Award for Bethel College's Website Redesign

- 2015 — Communicator Award, Silver Award of Distinction, for Fairfax County Office for Children's "Eat and Run" Brochure
- 2014 — Communicator Award, Silver Award of Distinction, for LiveHealthy Fairfax's "CHIP Report" Design
- 2014 — Communicator Award, Silver Award of Distinction, for LiveHealthy Fairfax's "CHIP Priorities for Change" Design
- 2013 — MarCom Gold Award for ExxonMobil's 2013 Training Track Brochure
- 2013 — MarCom Gold Award for Software Consortium's Corporate Website
- 2013 — Communicator Award, Silver Award of Distinction, for ExxonMobil's "2013 Distributor Training Track Brochure" Design
- 2013 — Communicator Award, Silver Award of Distinction, for Software Consortium's Website Design
- 2012 — CEO Lisa Martin named one of *Washington Business Journal's* Women Who Mean Business
- 2012 — Top 100 MBE Award
- 2012 — Communicator Award, Silver Award of Distinction, Inova "Paper Cuts" Paperless initiative design
- 2011 — Davey Award, Silver, for campaign design for Fairfax County Office of Emergency Management
- 2011 — LFS ranked fifth in the Washington Business Journal's list of Top Graphic Design Companies
- 2011 — Finalist for two Fairfax County Chamber of Commerce Awards
- 2011 — DiversityBusiness, one of the Top 100 Diversity Owned Businesses in Virginia
- 2010 — American Graphic Design Award, logo design for our client Alakai
- 2010 — Named in Fastest-Growing Private Companies in America by Inc. 500|5000
- 2010 — Named in Top Businesses in America/Top Entrepreneurs by DiversityBusiness.com
- 2010 — Named in Top 25 Graphic Design Companies by *Washington Business Journal*

State and National Certifications

- WBENC Certified — Women's Business Enterprise National Council
- Virginia Department of Minority Enterprise, DBE, and SWaM Certification No. DBE 008880
- Maryland Department of Transportation DBE/MBE Certified, Certification No. 13-163
- MWAA, Metropolitan Washington Airports Authority LDBE Certification No. LD2003-0431-2015